



Prida Tiasuwan is 2018 recipient of JNA Awards' Lifetime Achievement accolade

HONG KONG, 17 July 2018 – Prida Tiasuwan, Chairman of Pranda Jewelry Public Co Ltd – PRANDA Group and one of the pillars of Thailand's jewellery sector, will receive one of the highest honours in the international jewellery and gemstone industry this year – the Lifetime Achievement Award conferred by the JNA Awards.



Prida Tiasuwan, Chairman of Pranda Jewelry Public Co Ltd – PRANDA Group

The JNA Awards, organised by UBM Asia, is regarded as one of the most prestigious awards programmes that pushes for industry advancement through the promotion of best business practices, leadership excellence and innovation.

Prida, known as one of Thailand's visionary business leaders, is credited for transforming PRANDA Group into one of the world's top jewellery manufacturers and exporters, and the Southeast Asian country's flagship jewellery brand. Under Prida's leadership, PRANDA mastered the mass-production of fine-quality jewellery, a feat which used to be the exclusive domain of highly skilled goldsmiths. This high-profile industry pioneer also champions Thailand-made jewellery globally, encouraging other home-grown manufacturers to explore and capture international markets.

Letitia Chow, Chairperson of the JNA Awards, Founder of JNA, and Director of Business Development – Jewellery Group at UBM Asia, said, "Mr. Prida Tiasuwan has revolutionised



the fine jewellery industry in Thailand. His bold vision and innovative ideas have not only brought success to his organisation; they have also benefited the industry as a whole. He led by example – boosting competitiveness by improving efficiency and precision-manufacturing across different operating points. His lifelong love of jewellery – most especially the beauty, joy and emotions that they represent – is the reason why he remains deeply involved in the product development process. Mr. Prida is also known for nurturing new generations of artists who are preserving Thailand’s time-honoured jewellery-making traditions.”

Prida has devoted himself to the industry for more than four decades. He currently serves as Vice President of the Thai Gem and Jewelry Traders Association, Director of the Subcommittee on Marketing at The Gem & Jewelry Institute of Thailand (GIT) and Director of The World Jewellery Confederation (CIBJO). He is also a Member (5th Class) of The Most Noble Order of The Crown of Thailand for his outstanding service to the Kingdom of Thailand.

Apart from his impressive achievements within the industry, Prida had also taken important roles in other areas. He was, among others, the Chairperson of the Sub Committee of Law Reform on Fair Trade and Consumer Protection of Thailand, Director of Thailand-US Business Council, Commissioner of the Legal Reform Commission of Thailand, and Director of the Committee of Thailand Reform Assembly.

“I am truly honoured and grateful to receive this international accolade from the JNA Awards. This industry has given me so much happiness in my life. I and top leaders around me have trained and developed thousands of people into becoming fine craftsmen, and I am extremely delighted to say that they are proud to create beautiful and exquisite jewellery pieces. I feel that God has given us the duty to fulfill the needs of those who wish to celebrate meaningful occasions by offering special and unique jewellery to their loved ones. We have accomplished this task – and more – since we ensure that all our products are and will be produced in a socially responsible way,” Prida shared.

JNA Awards 2018 is supported by Headline Partners Chow Tai Fook (CTF), the Shanghai Diamond Exchange (SDE), and the Bahrain Institute for Pearls and Gemstones (DANAT) together with Honoured Partners KGK Group, Guangdong Gems & Jade Exchange, and Guangdong Land Holdings Limited (GDLAND).

The prestigious honour will be presented to Prida at a sparkling Awards Ceremony and Gala Dinner scheduled for Sunday, 16 September, during the September Hong Kong Jewellery & Gem Fair.



For more information, visit www.JNAawards.com or contact:

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Notes for Editors:

1. About the Headline Partner

1.1 Chow Tai Fook Jewellery Group Limited (www.chowtaifook.com)

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011.

Founded in 1929, the Group's iconic brand "Chow Tai Fook" has been widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. The success of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also holds other jewellery brands including CHOW TAI FOOK T MARK, Hearts On Fire, MONOLOGUE and SOINLOVE, which are the first examples of a long term multi-brand strategy rollout.

The Group's commitment to sustainable growth is anchored in its "Smart+" strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated vertically integrated business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners.

With an extensive retail network in Greater China, Korea, Japan, Singapore, Malaysia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

1.2 Shanghai Diamond Exchange (www.cnsde.com)

Authorised by the State Council, the Shanghai Diamond Exchange (SDE) is the only diamond exchange in China and provides diamond dealers a fair and safe transaction venue under close supervision. It also enjoys a favourable taxation policy and is operated in accordance with international best practices of the diamond industry.

Established in 2000, the SDE is a non-profit, self-regulating membership organisation and a member of the World Federation of Diamond Bourses.

1.3 Bahrain Institute for Pearls and Gemstones -- DANAT (<http://www.danat.bh>)

The Bahrain Institute for Pearls and Gemstones (DANAT) was established in 2017, at the instigation of HRH Prince Salman bin Hamad bin Isa Al Khalifa, Crown Prince, Deputy Supreme Commander and First Deputy Prime Minister of the Kingdom of Bahrain. DANAT was formed as a wholly owned subsidiary of the Bahrain Mumtalakat Holding Company (Mumtalakat), the sovereign wealth fund of the Kingdom. As an organisation,





DANAT has evolved from the Pearl & Gem Testing Laboratory of Bahrain (the first laboratory of its kind in the region), which was established in 1990. DANAT was formed to expand upon and enhance the excellent work of the laboratory, with the vision of becoming the world's preferred institute for natural pearl and gemstone third-party verification services and scientific research.

DANAT plays a vital role in protecting and enhancing the public trust in pearls, gemstones and jewellery. With its offices located at the iconic Bahrain World Trade Center, DANAT aims to establish itself as the window into international markets, serving local and global clients and bolstering the reputation of the Kingdom as a leading centre for pearl and gemstone expertise. DANAT is an authority on industry standards, scientific knowledge and education, and is committed to the highest standards of professional and personal ethics. It is dedicated to supporting the pearl and gemstone industry and offers training programmes locally, regionally and internationally to a new generation of gemmologists, industry professionals and gemmology enthusiasts.

2. About the Honoured Partners

2.1 KGK Group (www.kgkgroup.com)

The KGK Group was founded in 1905 by Kesrimal Kothari and Ghisilal Kothari of Jaipur (India), with the humble task of trading gemstones between India and Burma. With a global presence across 19 countries today, the privately held group has evolved into one of the most preferred brands in the gemstone and jewellery industry, with a vertically integrated operation that spans the entire supply chain from mines to brands. KGK is one of the few conglomerates covering the entire spectrum of mining, sourcing, manufacturing and distribution of coloured gemstones, diamonds and jewellery for over a century. KGK Group has a resilient team of 12,000 employees with operations and offices in Asia, Australia, North and South America, Europe and Africa. Having achieved an impeccable reputation in the gemstone, diamond and jewellery trade, the group has recently diversified into real estate.

2.2 The Guangdong Gems & Jade Exchange (<http://en.gdgje.com/>)

Founded in February 2016, the Guangdong Gems & Jade Exchange is one of two provincial jewellery trading platforms authorised by the People's Government of Guangdong Province.

Aggregating resources from key industrial hubs across Guangdong including Guangzhou, Pingzhou of Foshan, Yangmei of Jieyang and Sihui of Zhaoqing, the Guangdong Gems & Jade Exchange joins hands with world-renowned jewellery brands in setting up an international supply chain integrated service platform that offers a secure and convenient trading experience for domestic and overseas jewellers.





The Guangdong Gems & Jade Exchange is set to benefit China's jewellery industry in a variety of areas, such as the promotion of a healthier and more balanced international division of labour, foreign trade development, cross-border resource management and consumer market growth. As part of this effort, it will take full advantage of the base and influence of Guangdong's jewellery industry and the benefits stemming from the Belt and Road Initiative to establish linkages with national and global gemstone and jewellery markets.

2.3 The Guangdong Land Holdings Limited (www.gdland.com.hk)

The Guangdong Land Holdings Limited (GDLAND), with its headquarters in Hong Kong, is listed on The Stock Exchange of Hong Kong Limited, and is a subsidiary of GDH Limited, which is Guangdong Province's largest conglomerate operating outside Mainland China.

The principal business of GDLAND is property development and investment, including but not limited to the development and operational management of the innovative commercial real estate, urban complex and industrial business complex. As the strategic arm of GDH Limited, GDLAND engages in the business development of commercial real estate, as well as urban and industrial complex projects.

GDLAND's flagship project, namely the "Buxin Project," is planned to become the biggest and most advanced jewellery mart in the world, including a large-scale jewellery trading and exhibition centre along with other facilities, with a lot size of over 87,000 square metres and a construction scale (floor area) that is projected to exceed 700,000 square metres. The Buxin Project, which is located in the Buxin area of Luohu district in Central Shenzhen, close to the Shuibei Gold and Jewellery Base, is expected to develop the area into one of the most influential gold and jewellery trading and exchange platforms in China and around the world.

3. About UBM Asia (www.ubmasia.com)

UBM Asia recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Please visit www.ubm.com/asia for more information about our presence in Asia.

4. About Responsible Jewellery Council (<https://www.responsiblejewellery.com/>)

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 1,100 member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery





supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a Full Member of the ISEAL Alliance – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com